



AFRICA **TO** **THE WORLD**

Building A Global Inclusive Stage

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AFRICA

is the next frontier

PEOPLE

CREATIVITY

POSSIBILITIES

Africa is the fastest growing continent in the world

– *Forbes 2021*

Forbes - <https://www.forbes.com/sites/melissarowley/2021/02/17/why-now-is-the-ideal-time-to-invest-in-africa-the-fastest-growing-continent-in-the-world/?sh=195992ea2477>

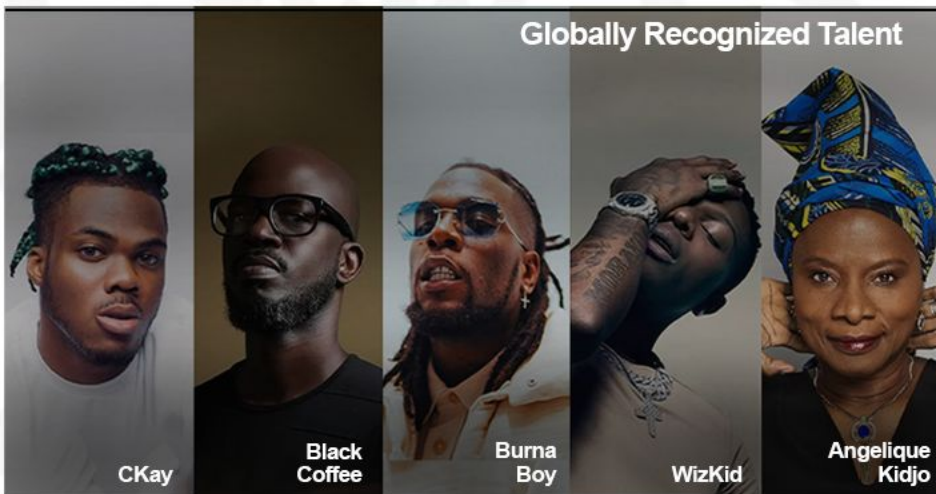
AFRICA IS READY

MUSIC

More Established African Genres:
Afrobeat, Amapiano, Kwaito, Kwela, Kizomba

Top Global Songs:
Love Nwantiti, Essence, Jerusalema, Location,
Kwaku the Traveller, Fall

Globally Recognized Talent



MOVIES & SHOWS

2ND
largest film industry
in the world

- PwC 2017

Exciting Content: Drama,
Reality, Movies, Games,
Skits, etc.

New Talents: A new crop of
Actors, Producers, Writers,
Directors, Editors, etc

Technology: Internet access
and mobile devices enable
more content creators

2500

Movies created annually
in Nigeria

- Vanguard 2021

19.3%

CAGR (2018-2023)

Nollywood is potentially
Nigeria's greatest export

- UNCTAD 2021

PwC -
<https://www.pwc.com/ng/en/publications/spotlight-the-nigerian-film-industry.html>

Vanguard -
<https://www.vanguardngr.com/2021/10/nigeria-produces-2500-films-yearly-unesco/>

UNCTAD -
<https://unctad.org/news/creative-economy-takes-center-stage>

THE WORLD IS READY

There is a growing global interest in African entertainment.

Technology has given us direct access to a global audience.

TECHNOLOGY & A GLOBAL AUDIENCE

Growing Global Recognition

7

Grammys won by Africans in the last 5 years

Impact of a Global Audience

444
MILLION

Streams of 'Love Nwantiti' on Spotify, a song that went viral on TikTok

20
MILLION

Nollywood's viewing audience across Africa and beyond in 2014.

- UNESCO 2021

Growing Foreign Investment

\$13.9
MILLION

Amount raised by African Entertainment Startups in 2020.

- Quartz Africa 2021

The African film Industry: trends, challenges and opportunities for growth – UNESCO 2021: <https://unesdoc.unesco.org/ark:/48223/pf0000379165>

Quartz Africa - <https://qz.com/africa/1976627/african-entertainment-startups-had-their-best-ever-year-in-2020/>

BUILDING A
GLOBAL
INCLUSIVE STAGE

CREATE

AN INCLUSIVE PLATFORM | CONTENT

DEVELOP

CONTENT CREATORS | CELEBRITIES

CELEBRATE

RECOGNIZE & REWARD EXCELLENCE

BUILDING A GLOBAL INCLUSIVE STAGE

The MultiChoice Case Study

CREATE

CONTENT:

Create, commission,
and curate authentic
African stories

PLATFORM:



A GLOBAL PLATFORM

70

The number of countries
with Showmax access, in-
cluding 45 African countries,
9 European countries, and
more

DEVELOP

CONTENT CREATORS



The Academy
Alumni Care Program
The Masterclasses

ENTERTAINMENT STARS



CELEBRATE

RECOGNIZE & REWARD EXCELLENCE



EIGHTH EDITION
AFRICA MAGIC VIEWERS CHOICE AWARDS
IN ASSOCIATION WITH MULTICHOICE

THE WORLD IS READY

A growing demand for African content

A desire for fresh experiences,
voices and stories

Sold-out concerts outside Africa by
African musicians

THE STAGE IS SET

Africa's most loved storyteller, a platform that led the Nollywood resurgence.

Technology innovation enables access to a global audience with simple devices and interconnectivity.

Continuous investment in People, Content and Infrastructure

”

“What’s most personal tends to be most universal. Hyper-local content can still travel, but there’s a freedom in telling stories without trying to second-guess a foreign gaze.”

Candice Fangueiro
Head of Content
Showmax

THANK YOU

